



Cannes Lions International Festival of Creativity 2016

Lion	Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
Print & Publishing								
A12 (Home Appliances & Furnishings)								
-	A12/102	02115	BED	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP DÜSSELDORF
-	A12/103	02117	SOFA	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP DÜSSELDORF
-	A12/104	02119	GRILL	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP DÜSSELDORF
Promo & Activation								
B04 (Use of Ambient Media: Small Scale)								
-	B04/048	02841	STAL KVITTO	IKEA AUSTRIA	FREE 25-YEAR SELECTED WARRANTY	DDB GROUP Hamburg	GERMANY	DDB GROUP Hamburg
Product Design								
A05 (Lifestyle, Fashion, Leisure, Sports & Outdoor)								
GOLD	A05/022	554	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich + Serviceplan Austria
Outdoor Lions								
B07 (Home Appliances, Furnishings, Consumer Electronics & Technology)								
Silver campaign	B07/069	02849	BED	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	
	B07/070	02851	SOFA	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	
	B07/071	02853	GRILL	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	
F01 (Copywriting)								
Gold Campaign	F01/032	02854	GRILL	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	
	F01/033	02850	BED	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	
	F01/035	02852	SOFA	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	
C04 (Ambient Use of Digital Technology)								
-	C04/041	05254	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich + Serviceplan Austria
Design								
F10 (Illustration: Other Communication Design)								
Silver	F10/005	1066	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JvM Donau
F12 (Illustration: Digital)								
Gold	F12/006	01067	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JvM Donau
F15 (Motion Graphics Design & Animation)								
Silver	F15/014	01068	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JvM Donau
Digital Craft								
A02 (Digital Illustration)								
Gold	A02/007	00354	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JvM Donau
A03 (Video / Moving Image)								
Gold	A03/002	00355	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JvM Donau
A07 (Overall Aesthetic Design)								
Gold	A07/002	00356	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JvM Donau
Media								
B01 (Use of Screens)								
Silver	B01/035	01290	ANIMAL DETECTING BILLBOARDS	BMW AUSTRIA	BMW NIGHT VISION SYSTEM	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna
B03 (Use of Print)								
-	B03/017	01756	WHY PEOPLE FLEE.	JOHANNITER ÖSTERREICH SERVICE GEMEINNÜTZIGE	SOCIAL SERVICES	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA
Mobile								
A02 (Activation by Proximity)								
-	A02/019	01158	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich + Serviceplan Austria